



Jimmie Johnson Foundation and Blue Bunny Ice Cream Announce \$10,000 Grant Opportunities

Make-A-Wish Iowa First Charity Selected for 2013 Helmet of Hope Grant

LE MARS, Iowa (March 20, 2013) – Five-time NASCAR Sprint Cup Series champion Jimmie Johnson made his first trip to Le Mars, Iowa today to announce the 2013 Blue Bunny Helmet of Hope campaign. Le Mars is the home of Wells Enterprises, maker of Blue Bunny Ice Cream. Johnson was joined by Mike Wells, President and CEO of Wells Enterprises, Inc. to unveil this year's Jason Beam designed helmet, and to recognize the first charity selected, Make-A-Wish Iowa.

The Blue Bunny Helmet of Hope program, which began in 2008, allows fans, consumers and media members across the country to nominate their favorite charity to receive a \$10,000 grant, a Blue Bunny ice cream party, and special recognition on Johnson's race helmet.

"We're thrilled to have Blue Bunny partner with us again for this year's Helmet of Hope," Johnson said. "My wife Chani and I always look forward to learning about the great charities that are submitted and the amazing work they do across the country. We feel fortunate to have the ability to use my helmet to raise awareness for these causes."

This year's Blue Bunny Helmet of Hope campaign will run during six NASCAR Sprint Cup race weekends beginning at Texas Motor Speedway on April 13th and culminating at Charlotte Motor Speedway on May 26th. Johnson will draw two charities each week to be included on the helmet, for a total of thirteen charities. Nominations are currently being accepted at www.HelmetOfHope.org. To date, the program has contributed more than \$430,000 to 61 different charities.

At the announcement, Johnson and Wells were joined by Rob Kelly, CEO of Make-A-Wish Iowa, and several children who have been granted wishes through the organization. The event was capped with an ice cream party in the Blue Bunny Ice Cream Parlor.

"At Wells, giving back and being a good corporate citizen is an important commitment we've made through our core fundamentals," Wells said. "We are incredibly pleased to support the work of Make-A-Wish Iowa in their efforts to change lives of kids and families in our state by awarding them the first Helmet of Hope grant in 2013."

Make-A-Wish Iowa grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Established in 1987, Make-A-Wish Iowa is part of a nationwide network of nearly 25,000 caring people dedicated to making wishes come true.

Johnson will take to the track this weekend at Auto Club Speedway in Fontana, Calif. in the No. 48 Lowe's/Jimmie Johnson Foundation Chevrolet SS, which features the Blue Bunny Helmet of Hope logo on the decklid. Johnson will wear the actual Blue Bunny Helmet of Hope during the Sprint Cup race at Michigan International Speedway in August. A replica helmet will be a part of the Blue Bunny Helmet of Hope World Tour, which will launch this fall and include visits to each of the selected charities.

For additional information and to nominate your favorite charity, visit www.HelmetOfHope.org

About the Helmet of Hope

In its sixth year, the Blue Bunny Helmet of Hope program gives fans and media members across the country the opportunity to nominate their favorite charity to be featured on five-time NASCAR Sprint Cup Series Champion Jimmie Johnson's Sprint Cup helmet for the race at Michigan International Speedway on Aug. 18, 2013. The title sponsor for Helmet of Hope is Blue Bunny Ice Cream. In addition to being featured on the helmet, each charity selected also receives a grant of \$10,000 and a Blue Bunny ice cream party. To date, the program has contributed more than \$430,000 to 61 different charities.

About the Jimmie Johnson Foundation

Chandra and Jimmie Johnson launched the Jimmie Johnson Foundation in February 2006. Johnson, the five-time NASCAR Sprint Cup champion, drives the No. 48 Lowe's Chevrolet SS in NASCAR's top series. The mission of the foundation is to assist children, families, and communities in need throughout the United States. The foundation has committed more than \$5.6 million to various charities. For additional information on the Jimmie Johnson Foundation, please visit www.JimmieJohnsonFoundation.org.

About Blue Bunny

Wells Enterprises, Inc., maker of Blue Bunny ice cream, is the largest privately held, family-owned ice cream and frozen treat manufacturer in the United States. The company was founded in 1913 and is headquartered in Le Mars, Iowa, the Ice Cream Capital of the World. Wells produces more than 1,100 ice cream and frozen novelty products, including its signature brand, Blue Bunny[®], and super premium brand, 2nd St. Creamery[™]. Wells also manufactures licensed frozen treat brands including Yoplait[®] frozen yogurt, Weight Watchers[®] frozen novelties, and the iconic Bomb Pop[™]. Visit WellsEnterprisesInc.com.

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